

PUBLIC REPORT PROMTPRESS

Channel audit

DISCONT.BY

**@discontby**

Welcome to the official Telegram channel of TSUM Discount online store! We are happy to offer you the best conditions for online shopping. TSUM Discount is an online store offering a wide...

SUBSCRIBERS

2 050

-17 per month

ERR (% SEE POSTS)

47.0%in 24h **17.1%**

REACH/POST

882ad reach **352/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 2 050 —	 SUBS REACH 43.05% avg % subs see post	 VIEWS/POST 882 median 832 · 27 days	 POSTS/WEEK 1.8 for period
 7D TREND — no data for period	 REACTIONS/POST 1.4 only 10 reactions, 6 reposts, 2 comments	 POST LENGTH 565 chars median 642 · 27 days	 POSTS ANALYZED 7 27 days
 AD REACH 352 24h avg	 CHURN / MONTH -17 last month	 CITATION RATE 2 citation index · 3 channels mentioned all time	 CHANNEL AGE 5 years 4 months created 22.01.2021

AI EDITOR SUMMARY

Channel «DISCONT.BY» — 2 050 subs. Each post averages 882 people (43% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts over 27 days.
- 02 Dominant format – Photo (4/7 posts).
- 03 Avg post length – 565 chars (median 642).
- 04 Peak audience activity – Tuesday, 12:00 MSK.
- 05 Top posts get 3× more views than the weakest (1.3K avg for top vs 506 for worst) – among 7 posts over 27 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 08:40 TEXT 📌 WEEKLY DEALS 25% OFF! 📌 Grab beauty hits at a steal! This week only – 25% off our bestsellers...	VIEWS 1 433 REPOSTS —	REACTIONS 2 ER 69.9%
Nº2 19.05 · 08:39 PHOTO (captionless post – photo)	VIEWS 1 244 REPOSTS 1	REACTIONS — ER 60.7%
Nº3 02.06 · 09:04 PHOTO 📌 WEEKLY DEALS -25% OFF 📌 Refresh your summer vibe 📌* – we've picked the trendiest items of the week! 📌 Set...	VIEWS 1 149 REPOSTS 1	REACTIONS 2 ER 56.0%

Nº4 09.06 · 09:55 TEXT ✱ 25% off everything for your perfect summer! ✱ Check out our hot weekly picks! We've gathered 5 hits that will make...	VIEWS 832 REPOSTS —	REACTIONS 1 ER 40.6%
Nº5 09.06 · 09:55 PHOTO ✱ 25% off everything for your perfect summer! ✱	VIEWS 704 REPOSTS 2	REACTIONS 2 ER 34.3%

|

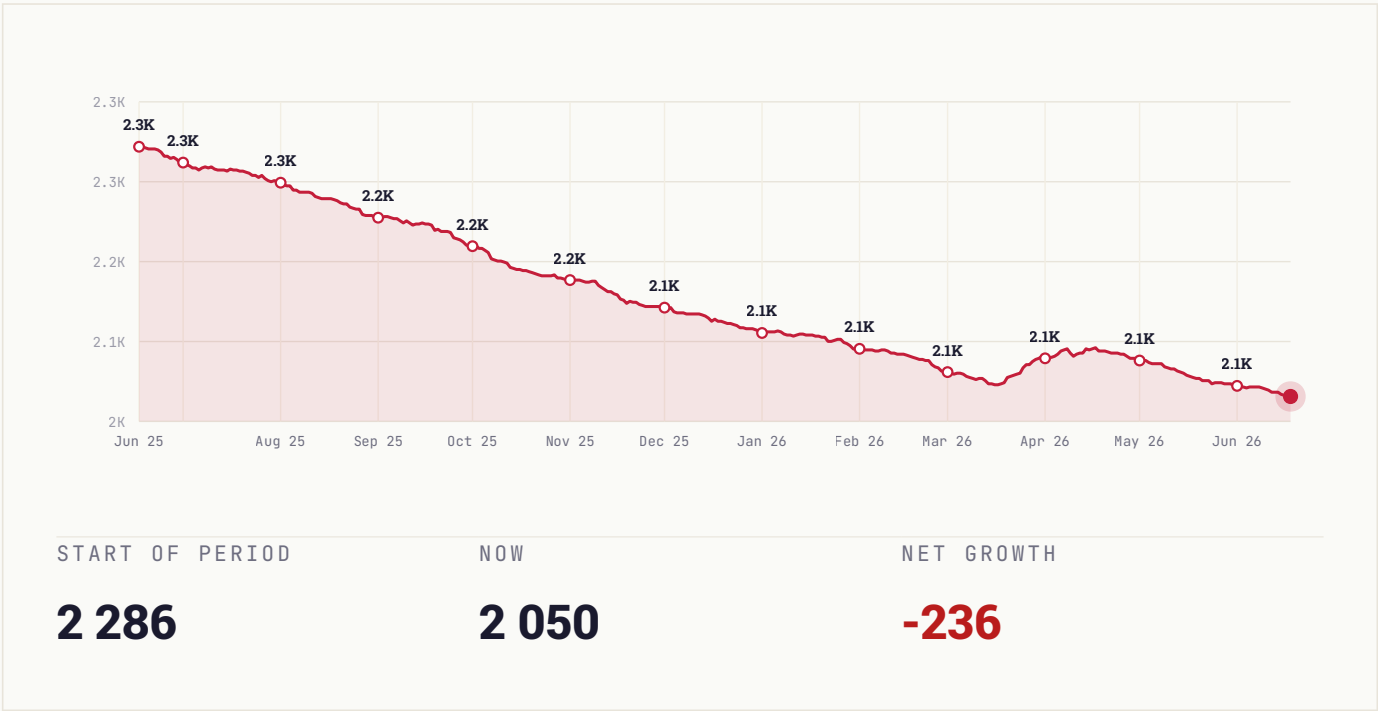
WORST 3

↓ 09.06 · 09:55 PHOTO ✱ 25% off everything for your perfect summer! ✱	VIEWS 704 REPOSTS 2	REACTIONS 2 ER 34.3%
↓ 16.06 · 08:17 TEXT 📦 Weekly Picks: From cozy mornings to festive dinners! 📦 This week we've curated a selection that adds style, color, and warmth...	VIEWS 412 REPOSTS —	REACTIONS 1 ER 20.1%
↓ 16.06 · 08:17 PHOTO 📦 Weekly Picks: From cozy mornings to festive dinners! 📦	VIEWS 403 REPOSTS 2	REACTIONS 2 ER 19.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

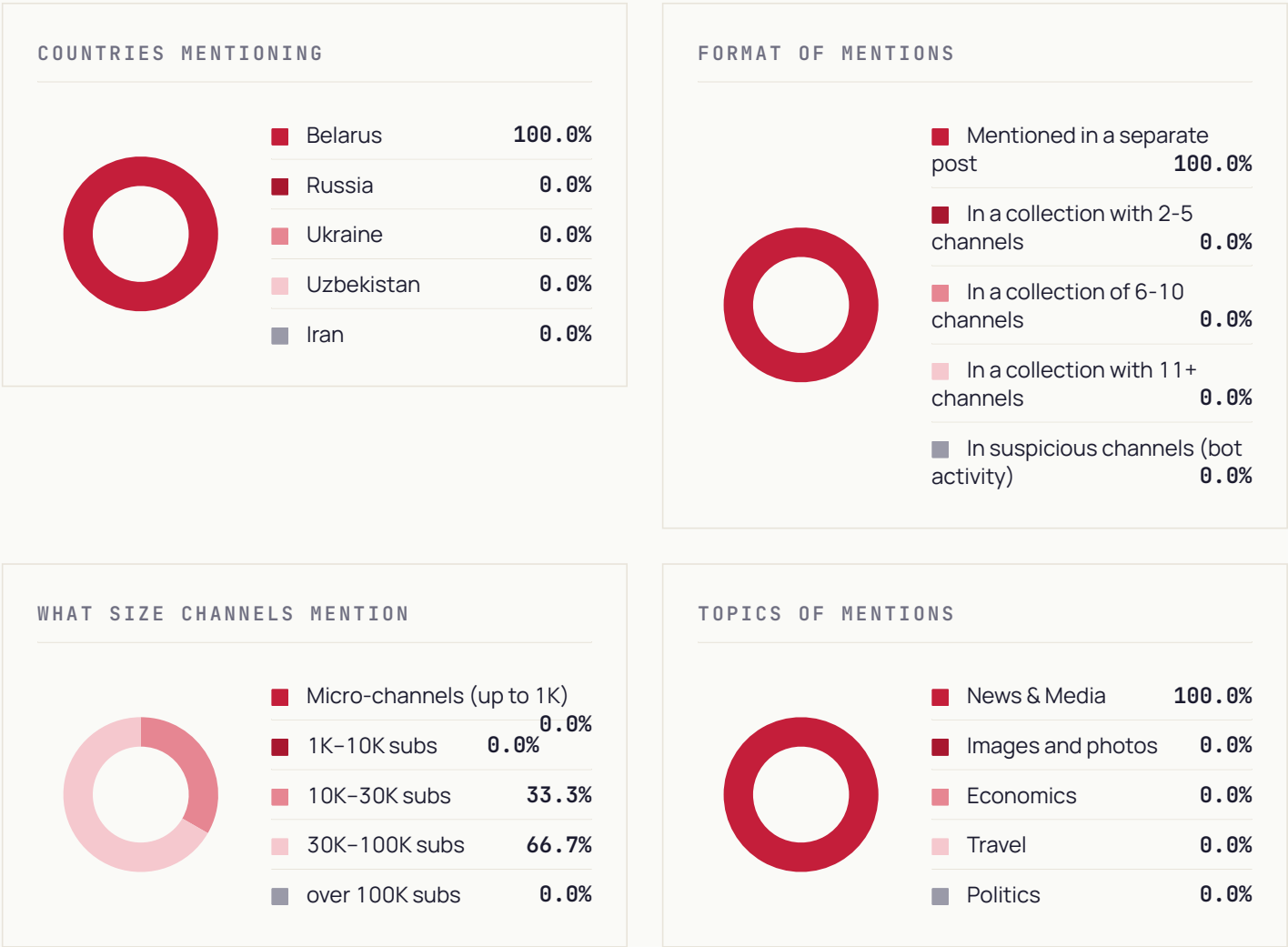
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

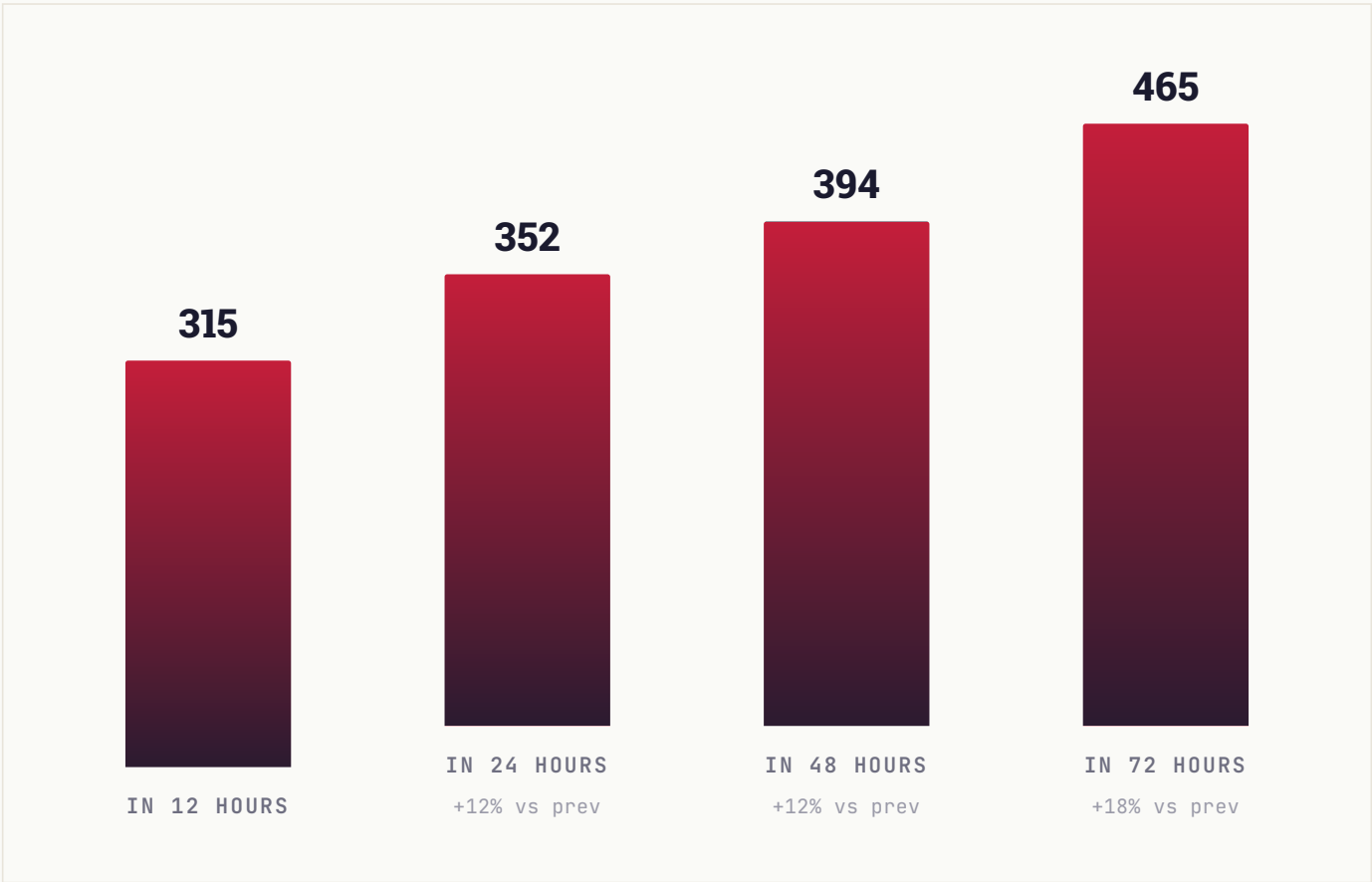
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned 3 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Apartment rental in Minsk Housing from owners	43.6K
PI Promo codes & discounts Belarus	41.4K
SI Belarus discounts & new items	36.2K
H2 2lvek.by finds	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner Catalog	21.5K
DI DISCONT.BY YOU	2K

COMPARATIVE INSIGHT

Channel intop half of niche (#48 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **23** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	3	
Nov 2025	0	0	3	
Oct 2025	0	0	2	
September 2025	0	0	6	
August 2025	0	0	0	
July 2025	0	0	9	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	23

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

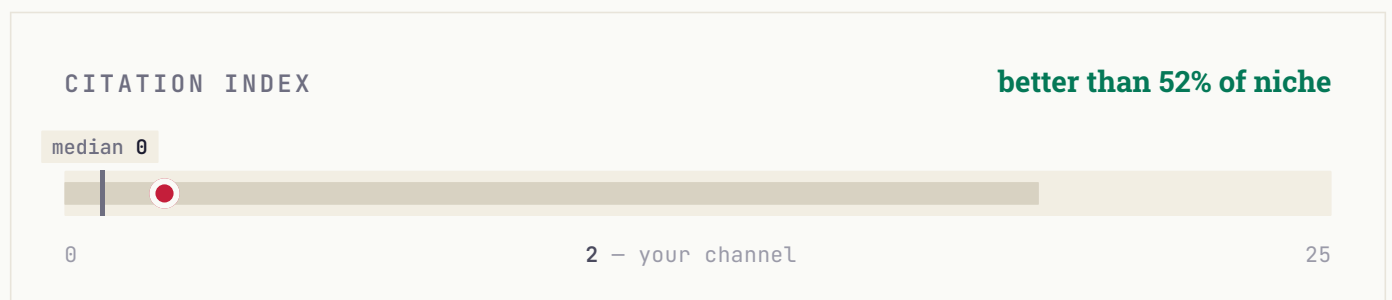
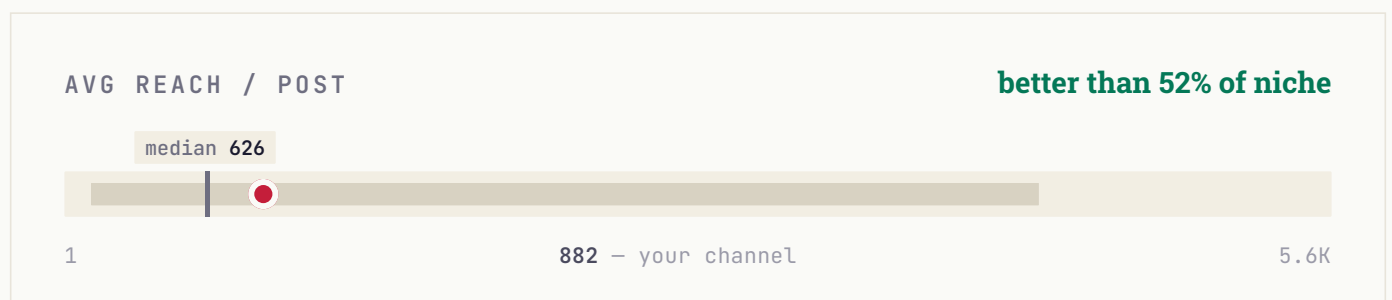
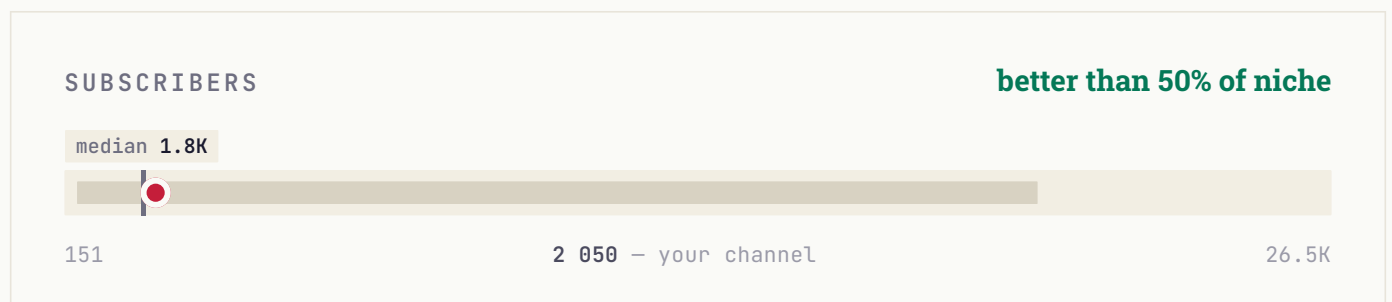
Took top-100 channels in category «Sales» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#48

/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Increase posting frequency

Now 1.8 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	--------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
